

Hi there, I'm Sander Tielen — Creative Director, Co-Founder, all-round graphic designer with an apparel obsession, professional amateur cyclist (in no particular order). Based in the Netherlands.

📍 Vught, TheNetherlands ✉️ sandertielen@gmail.com

/ Profile

Creative director and apparel designer (46) with 20+ years of experience shaping visual identities and leading design for lifestyle and sportswear brands. As co-founder and sole creative lead of La Machine Cycle Club, I was responsible for everything from concept and collection design to storytelling and supplier coordination. I grew the brand from two boxes of tees into a globally recognized cycling label through hundreds of seasonal drops, strategic partnerships (e.g. Team Visma | Lease a Bike), and a clear, authentic visual voice. I combine a sharp eye for aesthetics with deep knowledge of the cycling community and a knack for original, minimal design. I thrive where creativity, culture, and commercial impact meet.

/ Experience

La Machine (lamachine.cc) — Co-Founder & Creative Director

2013 – 2025 | The Netherlands

- Creative Ownership: Responsible for all hands-on creative work including apparel graphics, packaging design, campaign layouts, e-commerce assets, and photography direction.
- Brand Building: Shaped the brand's visual DNA and tone of voice from the ground up, growing La Machine into one of the most recognizable names in cycling lifestyle apparel.
- Collection Design: Created and directed hundreds of seasonal releases—jerseys, casual wear, accessories, and limited editions—always combining storytelling with style.
- Digital Production: Designed and produced assets for social campaigns, newsletters, and e-commerce, with a strong focus on typography and layout.
- Strategic Partnerships: Initiated and executed successful collaborations, most notably with Team Visma | Lease a Bike, creating co-branded collections and expanding reach into the pro peloton.
- Supplier Coordination: Maintained direct contact with fabric suppliers and production partners—primarily in Portugal—to ensure quality, consistency, and timely delivery across all product categories.
- Community Cultivation: Translated brand values into experiences, fostering a loyal community of fans, collectors, and riders worldwide.

/ Awards

Art Directors Club Netherlands : multiple nominations and awards.
European Design Awards : multiple nominations and awards.
New York Festivals : awarded for editorial design.
Dutch Design Awards : nominated for self-initiated product design.

Freelance Art Director / Designer

2007 – 2013 | The Netherlands

Designed brand identities, visual systems, and campaigns for clients in lifestyle, fashion, and culture. Helped early-stage brands define their voice and design language.

Creative Agency Roles

2003 – 2007 | Amsterdam, 's-Hertogenbosch

Worked across branding, retail, and digital projects in a lead design role. Gained deep experience in branding, concept development, packaging design, typography and layout, editorial design, digital design, and short-form copywriting. Led design for national and international clients, including leading retail brands and listed companies — from initial idea to final delivery.

/ Education

Willem de Kooning Academy of Fine Arts
Bachelor of Arts— Graphic Design and Advertising
Class of 2001 | Rotterdam, The Netherlands

/ Skills

- Apparel & Graphic Design
- Creative Direction & Visual Identity
- Campaign & Brand Storytelling
- Concepting & Copywriting
- Adobe Creative Suite
- Team Leadership & Collaboration

/ Languages

- Dutch – Native
- English – Fluent
- Cycling - Fluent